

WHAT IS CLAIMED IS:

1. A sunshield assembly for an automotive vehicle comprising:

5 a mount which is fixedly installed on a windshield of the automotive vehicle;

10 a deployable and retractable sliding unit including a plurality of connector members having the same configuration and adapted to be successively coupled to one another, and a cover configured to be coupled to an outermost one of the connector members;

15 wing members each having a triangular steel liner narrowing toward an outer end thereof, and a coating layer attached to one surface of the steel liner, the coating layer consisting of a paper sheet, and a transparent film bonded to each other;

a holder for fixing the cover; and

a locking clip fixed to a lower surface of the mount.

20 2. The assembly as set forth in claim 1, wherein the mount includes:

25 an attachment plate having a double-sided tape attached to one surface thereof facing the windshield of the automotive vehicle, a male-gear portion centrally formed at the other surface thereof and having an angle adjustment function, and

screw holes arranged at the outside of the male-gear portion;
and

5 a fixing plate having a female-gear portion formed at
one surface thereof so as to be engaged with the male-gear
portion, two raised guidance portions and two protrusions
protruding outwardly from the other surface thereof and
extending vertically, and a permanent magnet and bolt holes
formed inwardly of the raised guidance portions.

10 3. The assembly as set forth in claim 1, wherein each of
the connector members includes a support, and a pair of wing
member fixtures formed at opposite sides of the support, the
wing member fixtures being bent toward the windshield by an
angle of 10° to 15°.

15 4. The assembly as set forth in claim 3, wherein the
support has:

20 a pair of raised guidance portions extending vertically
at one surface thereof while maintaining a constant distance
therebetween;

a stopper formed near an upper end thereof, and two
protrusions extending vertically from a lower end thereof,
which are located inwardly of the raised guidance portions;

25 a pair of recessed guidance portions and a pair of
guiding grooves defined in the other surface thereof while

maintaining constant distances therebetween, respectively, into which the raised guidance portions and protrusions formed at an inwardly positioned one of the connector members are inserted; and

5 a stepped portion and an embedded permanent magnet provided in an upper portion of the other surface thereof.

10 5. The assembly as set forth in claim 4, wherein the stepped portion of the respective connector members is lowered below the stopper of the corresponding connector member by a height of 2 mm, and

15 wherein the permanent magnets of outwardly positioned ones of the connector members are lowered relative to those of inwardly positioned ones of the connector members by constant distances of 0.5 mm,

 whereby a plurality of the connector members maintain a gentle curvature in a retracted state, thereby securing a wide driver's view.

20 6. The assembly as set forth in claim 1, wherein each of the wing members further has an auxiliary steel liner attached to the steel liner so as to increase a tensile force of the wing members, the auxiliary steel liner having the same shape as the steel liner.

7. The assembly as set forth in claim 1, wherein the paper sheet of the coating layer is printed with an advertisement including pictures, letters, etc.

5 8. The assembly as set forth in claim 1, wherein the transparent film of the respective wing members has cutting lines formed at an outer end portion thereof for allowing the transparent film to be cut to conform to a width of the windshield of the automotive vehicle.

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9. The assembly as set forth in claim 1, wherein the cover, coupled to the outermost connector member, includes:

 a handle protruding outwardly from one surface thereof for the insertion of a finger; and

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 a permanent magnet embedded below the handle.

10. The assembly as set forth in claim 1, wherein the holder includes:

20 an attachment plate having a permanent magnet embedded therein, and a double-sided tape attached at one surface thereof facing the windshield; and

 a seating recess defined in front of the attachment plate for the fitting of the cover.

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11. The assembly as set forth in claim 1, wherein the

locking clip includes:

a clamp having longitudinal and transversal grooves and a fastener upwardly protruding from a center position of an upper surface thereof; and

5 a retainer configured to be coupled to opposite side surfaces of the clamp so that it is selectively fitted in the longitudinal grooves or transversal grooves according to forward or rearward movement thereof.